

New Life Church Brand & Copy Quick Guide

first edition

What is a Brand

- A. BRAND IS NOT A LOGO
- B. BRAND IS NOT A PRODUCT OR SERVICE
- C. BRAND IS NOT WHO WE SAY WE ARE

IT'S WHO EVERYONE ELSE SAYS WE ARE

A brand is a person's gut feeling about a product, service, or organization. Brands are defined by the people experiencing them, not the people "managing" them.

That means our brand is our best practice and our worst practice. It is our best employee and our worst employee.

The perception of a brand varies from person to person. We can't control it. But we can influence that gut feeling through excellence and consistency.

Why Our Brand Matters

The visual communication of a brand plays a huge role in unifying the message being communicated to the audience. The higher the quality and more unified the communication, the easier it is for the audience to understand and trust your message. That means everything, from the Annual Report to volunteer email to parking signage, should be communicating the same message with excellence over and over again—to bring God glory by making disciples of all people through the Gospel of Jesus Christ.

How to Use This Guide

The Creative team at New Life exists to serve you and your ministry or department in crafting content and visual communications that match the excellence of the message we are presenting. Learning the "how" and "why" of our brand standards, the right way to use our logo, the font you should be using when writing a letter, and even the preferred way to write dates will help you become a capable brand ambassador, and be able to help us cohesively represent the vision God has given our church.

What We Are

At New Life Church, our style and brand are representative of our faith and how we see Jesus in our lives. We are bold, action-oriented, consistent, energetic, and grace-based in everything we do, from our worship and preaching to our design and copywriting. Below are a few words to use as guidelines and filters when creating our brand.

OUR BRAND IS

**BOLD, PASSIONATE,
CLEAR, ACTIVE**

OUR BRAND IS NOT

**BLAND, PASSIVE,
BUSY, DULL**

Logos & Usage

There are three logo variations available for use, as well as three singular icons. *It is highly preferred to use the full color logo.*

FULL COLOR



BLACK ON WHITE



WHITE ON COLOR



INCORRECT LOGO USAGE

- Stretching or rotating the logo
- Changing the colors of the logo outside of the above
- Adding or removing elements from the logo

Secondary Logos

Family ministry (KidLife, YouthLife, CityLife) logos are unique in identity and are solely permitted to have unique logos.



Other ministries **must follow** the logo template below:

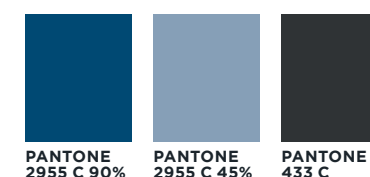


Colors

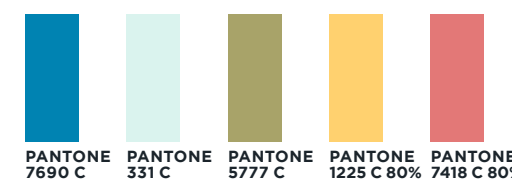
Our color palettes reflect who we desire to be as a brand. That said, please do not overuse these colors, but rather use them to tastefully compliment more neutral colors. Blue is who we are—but it doesn't have to be everything.



PRIMARY COLORS



SECONDARY COLORS*



*Use secondary colors sparingly, only for small "pops" of color.

Typography

We've chosen two standard typefaces for you to use in your documents. Gotham is great for headlines, and shorter body copy. Mort Modern is ideal for longer body copy. Both of these font families are available at staff.newlife.global.

SANS SERIF TYPEFACE

Gotham

AaBbCcDd
AaBbCcDd
AaBbCcDd
AaBbCcDd
AaBbCcDd
AaBbCcDd
AaBbCcDd

SERIF TYPEFACE

Mort Modern

AaBbCcDd
AaBbCcDd
AaBbCcDd
AaBbCcDd
AaBbCcDd
AaBbCcDd
AaBbCcDd

Writing & Copy Quick Guide

CHURCH TITLES & EVENTS

Correct:

New Life Church
New Life (in-house)
weekend services

Incorrect:

New Life church
NLC
Sunday services

CHURCH ADDRESS

For mailed pieces that are NOT campus specific use:

1244 Thompkins Lane
Virginia Beach, VA 23464

LEADERSHIP TITLES

Pastor Dan or Pastor Dan Backens
Rhonda or Rhonda Backens

(Descriptive) Pastor (Name)

Example: Campus Pastor Jeremy Miller

LOCATION TITLES

New Life Church (Location)
Example: New Life Church Town Center

New Life Church | (Location)
Example: New Life Church | Town Center

New Life (Location)
Example: New Life Town Center

SERMON TITLE

Capitalize the first letter of every word in a sermon title. Add quotation marks to sermon titles ONLY.

Example: “When God Ran”
Check out the latest sermon, “When God Ran.”

VISITING SPEAKERS

Use the preferred title of the speaker.

Example: Dr. Corné Bekker, Rev. Alfred Nyamekyeh, Bishop Courtney McBath

WEBSITES

Correct:
newlife.global

Incorrect:
www.NewLife.Global
http://www.newlife.global

DATES

Correct:
October 11
10.11.18
October 11, 2018 *(only include year if it is not the current year)*

Incorrect:

Oct. 11
October 11th
10-11-18

TIMES

Correct:
9:00a
9:00 & 11:00a
9:00, 11:00a, & 5:00p

Incorrect:

9am
9AM
9:00 a.m.
9:00 A.M.

PHONE NUMBERS

Correct:
757.227.6930

Incorrect:
(757) 227-6930
757-227-6930

EMAIL

In text, email should be italicized and always lowercase. NEVER underline

TENSE

In most cases use first person (I and we)—don’t speak at people, but help them understand that we are all in this together.

When referring to New Life Church use the wording “our church” when communicating internally to volunteers/staff.

Example: Thank you for being a part of our church.

PERIODS/SPACING

One space after periods. No double spacing. That ended after high school and this isn’t your essay.

COMMAS

Correct:
this, that, and the other.

Incorrect:

this, that and the other.

EXCLAMATION POINTS

Use sparingly!!!!!! Let your message get people excited, NOT YOUR PUNCTUATION OR CAPITALIZATION.

NUMBERS

Spell out numbers one through nine, unless in an address. 10 and above—use numerals.

SEMICOLONS

Hey, I’m not sure what kind of punctuation goes here; I guess I’ll use a semicolon. In other words, if you’re not sure—don’t.

PUNCTUATION WITH QUOTES

The period and the comma always go inside the quotation marks. The dash, the semicolon, the question mark and the exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.

COMMON NAMES

Correct:
the Bible, biblical, Word of God, the Word, scripture, the gospel, godly, God’s Spirit, man’s spirit, earth, heaven, king of Israel, kingdom of God, the Holy Spirit

GENERAL

a lot, all right, backup, cannot, CD or CDs, email, FAQ or FAQs, online, voicemail, information about (not information on)

DEPARTMENT NAMES

Capitalize the first letter of each word.

Correct:

Creative Team
Finance Department
Family Ministries
Executive Leadership Team
Administrative Team
Worship Ministry

EVENT & MINISTRY NAMES

KidLife
YouthLife
CityLife
Union
Ablaze
Life Groups
NetCasters Kitchen
Encore
FAB (Fifty and Better)
Kids Hope
Life Enrichment Center (LEC)
Global Outreach
Dream Center
Discovery
MOPS
Classic Service
Our Church Magazine
The Well

Black Market Creative

HELP US HELP YOU.

In the Creative Department, we call any unapproved graphic design or visuals created outside of our department “Black Market Creative.” This includes all the things that were created with the best intentions, but perhaps deemed too minor to put in a creative request for, or too last-minute that you thought you wouldn’t be able to get it in your necessary time frame.

The Creative team exists to help you ensure that every touch point on every campus and every event reinforces the importance of our message and the excellence we all desire to produce.

We are passionate about our brand as a church and also passionate about the ministry you are doing to reach people far from God. Keeping within these established brand standards will help us all communicate consistently and with excellence, helping build trust between our church and the people we are reaching and serving.

Creative Requests

All creative requests must be submitted through the online creative request form at the bottom of our website. *Please remember that these are requests, just because it is submitted does not mean it is approved.*

Requests must be submitted in a timely manner:
Campus Specific Announcements: **7 days**
(e.g. Connection Card, Weekly Campus Email)
Our Church Magazine announcement: **30 days**
All other creative requests: **21 days**

ANNOUNCEMENT TIER SYSTEM

All church-wide announcements will be placed into one of the following tiers by the Creative Team:

Tier 1: Weekly Email, Rotating Slide
(e.g. Ongoing Events, Family News, STYLE, etc.)
Tier 2: Verbal Plug, Info Center Space/Flyer
(e.g. Equip Ministries, Partner Ministries**, etc.)*
Tier 3: Weekend Video, Website Homepage
(e.g. Cleansing Stream, Youth Rally, Discovery, etc.)
Tier 4: Full on Campaign
(e.g. Advent, Global Weekend, Family Ministry Weekend etc.)

*Explore, Marriage Made in Heaven, etc.
**CPC, EWES, VBJI, etc.

Want More?

If you have any other specific questions in regards to our brand or communications, just ask us and we’ll be happy to help. Email us at: ***creative@newlife.global***